

# Historic District Façade Grant Application Guidelines

The purpose of the Historic District Façade Grant is to provide a financial incentive to historic downtown Winchester business owners and property owners, to improve their buildings, while retaining the historic character of the district. The Façade Grant is a dollar-for-dollar match, up to 50% of the total project costs, not to exceed \$1,000. Applicants will send in the application, with required documentation. Once the grant(s) are approved, turn in receipts to receive funds. Grants are funded by the Downtown Development Investment Fund (DDIF).

## Eligible Improvements

- Pedestrian Scale Lighting
- Masonry or mortar joint repair
- door repair/replacement
- Repair or replacement of new awnings
- Window glazing/ repair/replacement
- Restoration of historic items
- Replacement of architectural details
- Exterior painting (except for applying paint to unpainted brick)
- Other improvements may qualify on a case-by-case basis by the DDIF Committee.

## Program Parameters

- Main Street Winchester Historic District Façade Grants are a dollar-for-dollar match, up to 50% of the total project costs, not to exceed one thousand (\$1,000) dollars (ex. If total project is \$1,000, MSW will match \$500).
- A façade is defined as an individual storefront or side of a building that faces a public street or public alley with public access.
- The building must be located within the Downtown Historic District (see map).
- Only commercial properties are eligible.
- Completed applications must be submitted to and approved by the DDIF Committee, preferably prior to commencement of work. Retroactive grants are available to projects completed 1 year prior of submission.
- Applications for Façade Grants must include a Certificate of Appropriateness from the Historic Preservation Commission (HPC).

- Verification of project completion must be submitted and approved within one hundred and eighty (180) days from the date the Façade Grant Application is approved. Appeals for extension must be filed no later than thirty (30) days from the expiration of the above deadline, and may be granted at the discretion of the DDIF Committee.
- Once the project is completed, grantees must submit an “end-of-project” summary including applicable receipts, work orders, and photographs which will be verified on-site by the MSW Executive Director or a representative of the DDIF Committee.
- Individual properties are limited to receiving one (1) Façade Grant per fiscal year, per property.
- Façade grant and Lower Story Retail grant are not interchangeable and cannot be applied for, for the same items or improvements.

## Summary

All decisions relating to awarding Historic District Façade Grant monies are made according to the above criteria. Grants will be awarded as funds are available, and upon DDIF Committee review and approval. Applicants will be notified in advance, the date the DDIF Committee will meet, and are welcome to attend. Priority consideration will be given to applicants who meet the following criteria:

1. High Visual Impact – Improvements that make a dramatic difference in the visual appeal of the district or structure
2. Active Street Front – Improvements that make the pedestrian experience more pleasant and interesting
3. Historic/Architectural Integrity – Projects that enhance a building’s historic appearance. Grants will not be awarded to projects that cover, damage or remove original architectural detailing.
4. Use of recommended color palette.

Total renovation grant funds available will be limited to \$18,000.00 per fiscal year, per building. For questions related to the submission of a Historic District Façade Grant Application, contact Winchester First Director Cameron Correll at [ccorrell@winchesterky.com](mailto:ccorrell@winchesterky.com). Since this application utilizes public grant monies, please submit all questions relating to the grant application or parameters to the Executive Director at email listed above.

## Recommended Exterior Color Palette:

Color Journey's Color Direction by Pratt & Lambert (available at D&S Hardware).

Palette may be color-matched by preferred paint brand and purchased at your preferred supplier.



### COLOR CUES

Step up the curb appeal with color.

### TODO COLOR

Intensifica el atractivo con color.

Welcome. Your home's exterior colors express your unique style and serve as an invitation into your world. Colors that balance one another to create aesthetic harmony. Play off tradition with popular midtones. Reflect sun with lighter shades. Or go forth boldly with high-contrast combinations. Open the door to family, neighbors and new possibilities.

- **Accentuate the positive.** Light colors can be used to emphasize your home's architectural features or to make your home seem larger. Darker colors can make elements of your home seem more substantial and create interesting visual contrast and depth.
- **Hidden hues.** Look for color direction in your home's hardscapes. Stone, brick and shingles often have hints of interesting color—shades that can be pulled into your scheme in brighter versions for accents, or more subtle for body and trim colors.

Bienvenido. Los colores del exterior de tu hogar expresan tu estilo único, e invitan a ingresar a tu mundo. Son colores que se equilibran entre sí para generar una armonía estética. Enfrenta a la tradición con los tonos intermedios más aceptados. Refleja el sol con sombras más claras. O sé el más audaz y elige combinaciones de alto contraste. Abre la puerta a la familia, vecinos y nuevas posibilidades.

- **Accentúa lo positivo.** Los colores claros pueden usarse para enfatizar las características arquitectónicas de tu hogar, o para dar sensación de amplitud. Los colores más oscuros pueden hacer que elementos de tu hogar ganen contundencia, así como crear contraste visual y profundidad interesantes.
- **Tonos ocultos.** Busca la dirección del color en los jardines circundantes de tu hogar. A menudo, la piedra, el ladrillo y las tejas insinúan un color interesante: sombras que pueden incorporarse a tu esquema en versiones más brillantes para dar acento, o más sutiles para colores de cuerpo y contramarco.

Los colores mostrados en esta paleta son sugerencias. Siempre consulte con un profesional de pintura para obtener asesoramiento experto. Siempre consulte con un profesional de pintura para obtener asesoramiento experto. Siempre consulte con un profesional de pintura para obtener asesoramiento experto.

We live in a world rich with color and limitless possibility. We get to renew our fascination with color whenever and however we want. We collect it in journals and in drawers. We curate it from our travels and capsules in time. Our love for it is one thing we're never afraid to share with the world.

Color Journey's™ is a celebration of this passion and a destination for enthusiasts everywhere. For all who seek it, catalog it and experiment with it, Color Journey's is your inspiration lab and virtual studio, filled with tools to help your next spark become something spectacular.

Vivimos en un mundo rico en color y con posibilidades ilimitadas. Tenemos la oportunidad de renovar nuestra fascinación por el color cuando y como queramos. Lo recopilamos en revistas y cajones. Lo conservamos de nuestros viajes y cápsulas del tiempo. Nuestro amor por el color es algo que no tenemos miedo de compartir con el mundo.

Color Journey's™ es una celebración de esta pasión y es un destino para todos los entusiastas. Para quienes lo buscan, aman un catálogo y lo experimentan, Color Journey's es tu laboratorio de inspiración y tu estudio virtual, repleto de herramientas que te ayudarán para que tu próxima ocurrencia se convierta en algo espectacular.

**PRATT & LAMBERT PAINTS** **The Best QUALITY INSURE**

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COLOR JOURNEYS™

COLOR DIRECTIONS™

EXTERIORS EXTERIORES

EXTERIORS | EXTERIORES



**LIGHT**  
Inviting, Charming, Sunny.

**CLARO**  
Atractivo, Encantador, Soleado.

**COLOR NOTE |** Subtle combinations of light hues create a home of singular beauty.

**NOTA SOBRE COLOR |** Las combinaciones sutiles de tonos claros dan origen a un hogar de belleza singular.

|   |                      |   |                      |
|---|----------------------|---|----------------------|
| Curated White   Blanco Curado<br>Claro   Claro<br>Near Butane   Casi Azul de Piedra | 4102<br>4124<br>4070 | Straw Hat   Sombrero de Paja<br>Mellow Red   Rojo de Melva<br>Tularem   Tularem | 3308<br>3304<br>4210 |
| Salt Trench   Matorrales Salinos<br>Mangrove   Mangrove<br>Basin   Trazo Pasa       | 4288<br>4104<br>4390 | Sandwood   Sándalo<br>Tawny Tan   Trazado Lata<br>Dark Olive   Oliva Oscura     | 3278<br>3270<br>4210 |
| Tranquil   Tranquilo<br>Whiteback   Marfil Blanco<br>Noble Grey   Gris Noble        | 4108<br>4102<br>4170 | Soft Pine   Helado Blanco<br>Sunny White   Sopleto Blanco<br>Alpaca   Alpaca    | 4218<br>4105<br>4160 |

**MIDTONE**  
Graceful, Natural, Versatile.

**TONO MEDIO**  
Grácil, Natural, Versátil.

**COLOR NOTE |** Wood and stone make quite an impact when combined with the right neutral.

**NOTA SOBRE COLOR |** La madera y la piedra causan todo un impacto cuando se combinan con el neutro adecuado.

Colors listed from left to right  
Colores listados de izquierda a derecha

|  |                      |   |                      |
|--|----------------------|---|----------------------|
| Oravilla   Oravilla<br>Pulsant   Pulsant<br>Castaway   Castaway                                | 4010<br>4238<br>307P | Sea Haze   Anillo en la Mar<br>White Wood off   Blanco Metal<br>Pensant   Pensant | 422C<br>408A<br>4290 |
| Soft Claywork   Rega Suave<br>Covecove   Piedra Angulosa<br>Desert Canyon   Cañón del Desierto | 3300<br>4288<br>338P | Hardmade   Hecho a Mano<br>Nobility   Nobelia<br>Rita Patch   Pajitas             | 4238<br>4108<br>434P |
| Habitat   Hábitat<br>Santibañel   Amante Redonda<br>Paci Mist   Mago de Turfa                  | 321P<br>4298<br>4290 | Shen on cover<br>Sudley   Sudela<br>Pando   Per Adijo                             | 320E<br>429A<br>430P |
| Blue Neutral   Azul Neutro<br>Oliveand   Adelfa<br>Black Side   Negro Negro                    | 312P<br>4109<br>4160 | Present   Present<br>China White   Blanco Porcelana<br>Dakota   Dakota            | 418E<br>4154<br>422P |



**DEEP**  
Stately, Powerful, Striking.

**PROFUNDO**  
Señorial, Poderoso, Llamativo.

**COLOR NOTE |** Bolder colors add a tone of distinction to a variety of home sizes and styles.

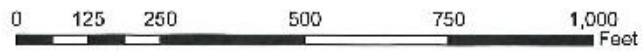
Colors listed from left to right  
Colores listados de izquierda a derecha

|  |                      |  |                      |
|--|----------------------|--|----------------------|
| Savvy Show   Savvy Show<br>Mist Glass   Cristal<br>Barnwood   Madera Negra | 3370<br>423C<br>410G | Resonance   Tono Resonante<br>Crisled Wood   Trigo Tráfico<br>Rustal   Clavo Oxidado | 4220<br>4102<br>3330 |
| Cast Iron   Hierro Fundido<br>Tink Ore   Mineral de Hierro                 | 4230<br>423C<br>414P | Contested   Cuestro<br>Crisled Wood   Trigo Tráfico<br>Pinnacle   Cimentosa          | 324P<br>4102<br>331P |
| Touched Roof   Techo de Paja<br>Windswept   Remolinos                      | 402P<br>402B         | Blackwood   Anís<br>White Dove   Blanco Opaco<br>Rich Stone   Ámalo Intenso          | 4140<br>4122<br>328P |



**COLOR NOTE |** Bolder colors add a tone of distinction to a variety of home sizes and styles.

**NOTA SOBRE COLOR |** Los colores más audaces suscitan un tono de distinción a una variedad de tamaños y estilos de hogar.



Base data provided by the office of Clark County Geographic Information System (CCGIS) Consortium, September 2014